



MONROE CITY COUNCIL

Agenda Bill No. 19-214

SUBJECT:	Authorize the Mayor to Sign Consultant Agreement with Enviroissues for Public Outreach Associated with Future Annexations
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DATE:	DEPT:	CONTACT:	PRESENTER:	ITEM:
10/22/2019	Community Development	Ben Swanson	Ben Swanson	Consent Agenda #7

Discussion: 10/22/2019
Attachments: 1. Scope of Work

REQUESTED ACTION: Move to authorize the Mayor to sign a consultant agreement with Enviroissues to support public outreach associated with the City’s future annexations efforts; and expressly authorize further minor revisions as deemed necessary or appropriate.

POLICY CONSIDERATIONS

A major goal of the Growth Management Act is to reduce urban sprawl by encouraging development in urban areas where adequate public facilities already exist or where such facilities can be more efficiently provided. RCW 36.70A.020(1),(2). Currently development is taking place in City of Monroe’s Urban Growth Area (UGA) without adequate public facilities (e.g. parks) and services (e.g. police). This results in an impact on City services without the associated taxes to support these facilities and services.

DESCRIPTION/BACKGROUND

The purpose of contracting with Enviroissues is to aid City staff with the development of public outreach materials prior to any annexations efforts by the City. Staff proposes engaging the property owners in the northern and northeastern UGA by distributing informational flyers and questionnaires. The informational flyers would identify the City’s desire to annex the UGA and data associated with financial obligations (e.g. tax and garbage rates) if annexed into the City. A second flyer would request high-level feedback from the property owner, including their desire to annex into the City.

Based on the feedback from the flyers, City staff would develop the future annexation boundaries to capture the areas with a no protest annexation agreements and those parcels desiring to annex into the City. Upon completion of the public outreach, staff would initiate the sixty percent annexation method in accordance with Chapter 35A.14 RCW.

Ultimately, Snohomish County has the authority to modify the City’s proposed boundaries to ensure compliance with their annexation procedures. At either the City or County level, parcels that objected to annexation could be included in the proposed annexation area.

FISCAL IMPACTS

The total public outreach cost is \$5,949. This is a onetime expenditure that is not currently identified in the Community Development 2019 budget. While this item may cause the Community Development cost center to exceed its 2019 budget authority, the overall 2019 General Fund will still be under budget. This this item will not require a budget amendment.

TIME CONSTRAINTS

Annexation should begin immediately to ensure the City’s goals are policies are represented in the future development of the UGA.

ALTERNATIVES TO REQUESTED ACTION

Deny the proposal and proceed with the annexation without a public outreach element.

OVERVIEW

EnviroIssues will provide services to the City of Monroe to support outreach to roughly two hundred (200) properties in unincorporated Snohomish County to inform property owners about annexation into the City of Monroe.

EnviroIssues' services will include the development of two flyers, including messaging development, design and layout. The first flyer will provide property owners with information about the annexation proposal and process. The second flyer will ask property owners to share high-level feedback about the City's proposal.

PERIOD OF PERFORMANCE

This scope of work provides the services described below from October 15, 2019 through November 30, 2019.

SCOPE OF WORK

Task 1: Project Management

The project management task includes regular communication with the City Community Development Director (Ben Swanson), coordinating the work of EnviroIssues' graphics team, supervising contracting issues, managing the project budget and schedule, preparing monthly progress reports, and ensuring the completion of all deliverables to the City.

Assumptions:

- Includes ongoing internal check-ins and coordination for the duration of the period of work.

Deliverables:

- Up to two (2) monthly progress reports and invoices.

Schedule: Duration of period of work.

Task 2: Annexation flyer development

This task includes the design and development of two flyers that will be mailed to two hundred (200) households in unincorporated Snohomish County and distributed in-person at local neighborhood association events.

Assumptions:

- Includes one (1) planning phone call with the City of Monroe and two (2) consultant staff.
- Includes one (1) review phone call to walk through the draft flyers with the City of Monroe with two (2) consultant staff.
- EnviroIssues will draft text for the flyers from annexation information and messages provided by the City.
- EnviroIssues will design and layout the flyers.
- EnviroIssues will provide the City with up to (3) rounds of review (e.g. text review, draft in

layout, updated draft in layout).

- EnviroIssues will coordinate translation services, if needed.
- The City will develop the mailing list for the flyers and coordinate with the mail house on printing and mailing.
- The City will distribute flyers to homeowners at local neighborhood association events and manage all required follow-up.
- The City will collect and manage all feedback received from the flyer #2.

Deliverables:

- Flyer #1, informational text, design and graphics
- Flyer #2, informational text, design, graphics and tear-out feedback card
- Final flyers will be delivered as eps and jpg digital formats

Schedule: Completed by November 1, 2019

PAYMENT

EnviroIssues shall bill City of Monroe monthly on a time and materials basis indicating the services performed and the cost of such services, with a not-to-exceed total price limit of \$5,949.

Cost breakdown by task

Staff	Jackie Dagger	Alison Peters	Graphic design	
Fully Loaded Billing Rate	\$95.00	\$199.00	\$107.00	
TOTAL HOURS	29.0	7.0	16.0	52
TOTAL LABOR COST	\$2,755.00	\$1,393.00	\$1,712.00	\$5,860
TOTAL DIRECT COST				\$89
TOTAL				\$5,949

Task 1	Project Management			
Total Hours	5.0	3.0	2.0	10
Total Labor	\$475.42	\$597.24	\$213.94	\$1,287

Task 2	Annexation flyer development			
Total Hours	24.0	4.0	14.0	42
Total Labor	\$2,282.00	\$796.32	\$1,497.57	\$4,576

*Direct costs are for copying materials and coordinating translation, if needed.